



SUSTAINABILITY IMPACT REPORT

2021 / 2022



PIES, PLANET, PEOPLE

A few words from Jon & Tristan

A well-known Chinese proverb says that the best time to plant a tree was twenty years ago*. We didn't do that, but we did take a seed of an idea – to start our own pie company – and plant that instead. Ever since, we've strived to be a sustainable business – for example, we've used free range British chicken and pork since the start and we've always steered clear of single-use pie foils, using our custom-made reusable tins instead. But it's been in the last few years that we've really upped our game, laying out a series of goals to hit by 2025 for the sake of the planet.

In this, our second annual impact report, we will bring you up to speed on 'the good, the bad and the nearly's' as we strive toward reaching the ambitious targets we've set our sights on.

So here's a quick recap on these goals, which we aligned with the UN's Sustainable Development Goals in 2020:



We will scrutinise every ingredient to ensure it meets our high standards in terms of animal and ecological welfare.



We will significantly reduce our carbon emissions and reduce the amount of waste we generate, right across the business.



We will expand our support of charities through pie and cash donations, and continue to build a happy, healthy, inclusive and diverse workforce.

We hope you find the following insightful and enjoyable. We've kept it to the point (no-one likes a long report do they?) but if you have any feedback for us, don't be shy. Please email us at hello@pieminister.co.uk so we can learn and improve as we keep striving to 'bake things better'.

JON & TRISTAN

*We have actually planted over 65,000 trees so far (57,000 in a deforested area of Northern Malawi and more recently, 8,650 on disused land in Kent, as part of a new Forestry England forest)

Target key:



On track and storming ahead



Making steady progress



Need to turn this around

2021/22 HIGHLIGHTS



Better chickens!
Moved to slower
growing breed

Business travel
reduced by
22%
vs 2019

3%

**Electricity usage
reduced by 3% vs 2019**
All sites (within our control) on green
energy tariffs (gas & electricity)



**Reduced waste kg
into Pieminister
bins by**

2%

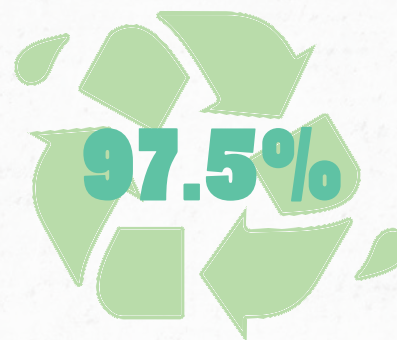
(-11% per pie
produced) vs 2019



**Charitable cash
donations**

£37,097

**Increased
recyclable
packaging to**



97.5%



**Reduced plastic
packaging by**

46%

vs 2019



Trees planted

8,650



**Pies given away to
good causes**

97,991

Note: We're using 2019-20 (our baseline year) as the main comparator throughout this report. This is because last year, peak covid-19 pandemic year, was so abnormal and disrupted that comparisons with it aren't especially insightful.



ANIMAL WELFARE

Goal 1. Maintain - and even raise - our animal welfare standards



Chicken: Moved to 100% slow-growing breeds only

From April 2022, all of the free range British chicken in our pies has come from a slow-growing chicken breed known as Hubbard. We made this move as part of our commitment to high animal welfare as these birds are healthier and more active, literally 'ranging' far more than fast growing breeds were able to in a free range environment. By insisting on this breed of chicken, we are ensuring that the birds have a significantly better quality of life - and a longer one too.

This change has also meant that we are able to use the thigh as well as the breast meat from each bird, meaning that as a business we require almost half the number of birds than before the switch.



Pork: Remained free-range & British (despite tough market)

In winter 2021, we were seriously affected by national shortages of free-range British Pork and it became increasingly difficult for us to procure good quality pork scratchings and pigs in blankets. Lowering our animal welfare standards was out of the question so we took the decision to only serve scratchings and pigs in blankets on Sundays, as part of our Sunday Best menu, until normal supply levels resumed.



Supreme Champions!

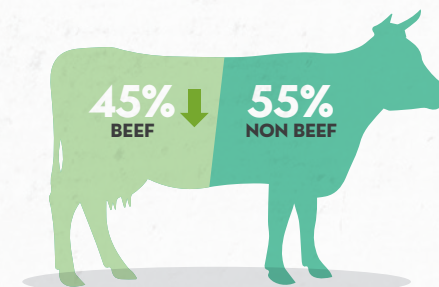
A vegetarian version of our gluten free Mooless Moo was crowned champion 'Pie of Pies' at the British Pie Awards in March, where it was judged against the very finest beef pies made in the UK - surely a sign that the tides are slowly but surely turning.

Mooless Moo pie sales grew +300% last year. Have you tried the Moo vs Mooless challenge?



Beef: Increased the proportion of non-beef pies sold (very slightly) (+1%)

With the recent launch of a gluten free version of our plant-based Mooless Moo pie, we continue to find new ways to ensure everyone - whatever their dietary requirements - can tuck in to a really decent alternative to a beef pie. It's not always easy to persuade committed carnivores to switch beef for jackfruit 'steak' but slowly we're seeing the balance tip as people become increasingly aware of the destruction beef production is causing our planet.





Why we're mooving away from beef

Regeneratively produced beef is good for biodiversity and soil health and has a significantly lower carbon footprint than this illustration shows. But with the world's escalating population growth, there's simply not enough space to produce enough of this 'good' type of beef to meet demand. So the bottom line is that we must all reduce the amount of beef we consume.

At Pieminister we use British, farm assured beef. We'd love it to be regenerative too but high cost and low supply means this just isn't an option for us at present, and sadly this isn't going to change overnight. So while we continue to explore our options, our goal to decrease the shelf space given to our beef pies is key.



DEFORESTATION FREE INGREDIENTS

Goal 2. Remain committed to deforestation-free sourcing, including 100% identity preserved palm oil.



Supporting suppliers doing good things

We continue to source our deforestation-free identity preserved palm oil from Daabon, one of the world's most transparent palm oil producers. Not only can we trace every single gram of oil from palm to our pie production line we're impressed with their commitment to not just protect Colombia's rainforest but also to regenerate it, planting thousands of native tree species in and around the plantations. Daabon's palms are only grown on land that has been cultivated for over a century and they protect any surrounding rainforest as they see it as a huge asset, not least because the wildlife living within it provide natural pest control to their fully-organic palms.

And while much of the produce we source is British, we believe local isn't always the best option. Daabon's palm oil carbon footprint is considerably lower than most British butter, for example. In fact, Daabon has achieved net zero carbon emissions, through a methane capture and control project using the palm 'mulch'. Approved by the UN under the Clean Development Mechanism (CDM), this initiative has so far produced more than 8 million kilowatt hours of clean methane, powering Daabon's operation with enough power left to redistribute to the Colombian national grid, giving something useful back to the country's communities.



We're now on an app!

Closer to home, we have been encouraged by the emergence of apps such as Palm Oil Scan which actively support brands like us who can guarantee that the palm oil they use is certified sustainable. Like WAZA, the organisation behind the app, we hope this will help consumers differentiate deforestation-free products from those that should be boycotted. This will mean growers and small holders who are farming responsibly across the globe will be able to thrive.



PLANET GOAL HIGHLIGHTS

9%

Reduced electricity

Our restaurant teams in particular did an excellent job at becoming leaner, greener machines by reducing their consumption by 9% per £ revenue

Reduced plastic

Our retail packaging is 100% plastic free. This even includes bio-plastics with the introduction of our new patty packaging.



Reduced waste

In particular we reduced the amount of used takeaway napkins and wooden cutlery previously destined for the incineration bin.



CO₂, PACKAGING & WASTE



Goal 3. Reduce greenhouse gas emissions by 50% and become carbon neutral (on the way to net zero)

Our CO₂ emissions reduced by a massive 45% on last year but are up +20% on our baseline year 😞.

See page 11 for more detail on our CO₂ emissions.



Goal 4. Make all packaging reusable, widely recyclable or home compostable, and reduce single-use plastic packaging

Recyclable packaging by weight increased to 97.5% (up from 94.1% in 2019-20).

In real terms this means we sent out 7,738 kg less non-recyclable packaging into the world.

Plastic Packaging by weight reduced to 4.4% (down from 8.2% in 2019-20).

We're on a mission to take out any unnecessary plastic packaging including 'bio-plastics' that can't be processed within the current UK infrastructure (however great they sound). So far so good.



Goal 5. Send zero waste to landfill across all Pieminister sites

We weren't quite zero waste to landfill last year as 500kg could not be fully traced back to a recycling or energy from waste plant, so we count that as a miss 😞. This is something we definitely won't repeat next year!



Goal 6. Reduce total waste generated by 30% and increase the proportion that is recycled or composted

Total waste kg generated (including all packaging) reduced by 2% vs 2019 and we increased the amount sent for recycling up to 86% (vs 79% in 2019)

However, food waste increased by +40% vs 2019. (All of this is still going to anaerobic digestion, creating biogas to fuel trucks and homes, but we need to roll up our sleeves and bring this number down next year)

So far we've removed almost 10,000 cardboard boxes per year from our free range British ham and vegan suet deliveries. A win-win for everyone.



Eat Pies Plant Trees

Throughout summer 2021, we ran a campaign called Eat Pies, Plant Trees, to raise funds for a new forest in England through sales of our plant-based patties and pies. Pieminister donated 20p per plant-based pie or patty purchased during the campaign – raising enough to plant 8650 trees at Forestry England's major new woodland creation in Kent, Pleasant Forest. The trees were planted over the winter of 21/22 and will bring a huge range of benefits for local wildlife, the health and wellbeing of local communities and vitally lock up carbon for generations to come.



THE START OF
OUR NEW FOREST



Little Acts of Kindness

FareShare South West is our main Little Acts of Pieness recipient, receiving thousands of pies from us every month. In Sept 2021 alone, we donated nearly 5,500 pies for FareShare to redistribute to their charity groups, helping feed people living in food poverty.

One of our many Little Acts of Pieness was for Caring in Bristol, a charity supporting Bristol's homeless. Their offices needed painting and decorating company to come in and teach their young clients aged 16 – 25 who are facing homelessness how to do some of the skills needed to be a painting and decorating apprentice; in the hope of inspiring them to join an apprenticeship programme which would hopefully lead to them having a stable job and somewhere permanent to live.

We provided 15 or so hot pie meals every day for this – to encourage the young people to come along, plus the painter/decorators who were teaching them.

Goal 7. Continue to support UK and global charities through pie donations and fundraising initiatives

Donations total = £184k (+36% vs last year)

Pie total 97,991 (compared to 88,664 in prior year)

Cash total £37,097 (compared to £7,042 in prior year)

Goal 8. Cultivate a happy, healthy and productive Pie team that reflects the communities in which we work, live and serve

Voluntary Identification Survey complete

Around the time of the Black Lives Matter movement, following internal feedback, we recognised that as a business we needed to do more to promote Diversity and Inclusion at Pieminister. Firstly, we completed the voluntary identification survey (VIS), which allowed us to review where we are compared to national averages and set a benchmark to measure the effectiveness of our action plan against.

Diversity & Inclusion training for managers

Diversity and Inclusion training formed a key part of this action plan, helping to identify and remove unconscious biases, and to

give managers the tools needed to create an inclusive culture.

Of course this is a process that won't be achieved by one-off-training but this marked a key starting-point for the business.

Improved our parental leave policy & increased support for team members during key life events

Goal 9. Use our time and energy to support and amplify good people doing good stuff in the communities that we work, live and serve

We kicked off our volunteering program offering the whole company paid time off to do good stuff. The initial take-up has been slow-going but we're helping staff make use of this opportunity and the initiative is picking up pace.

One of our top volunteers from last year was our very own Tristan Hogg – the boss gave huge amounts of his free time to our partners Fareshare.



Gender pay gap results? There is no gap!

We continued with a favourable gender pay gap, with median rate of pay for those who identify as Female being 3.5% higher than those who identify as Male, which has even increased from 2.2% in 2019. The UK average is for women to be paid 15.5% lower – so we're pretty proud of this.

Through our merit based hiring, performance and appraisal processes, we're confident that we will continue to go from strength to strength in this area. We also improved a number of policies to support staff around key life events, which often affect women more than men. By providing better income protection at these times, we hope to keep our gender pay gap closed for good.



*WE ARE PAYING THE REAL LIVING
WAGE, TO ENSURE THAT ALL
EMPLOYEES RECEIVE AN
INDEPENDENTLY VERIFIED MINIMUM
INCOME STANDARD, SET BY THE
REAL LIVING WAGE FOUNDATION.*



THE YEAR IN NUMBERS

-45% GHG emissions vs last year

(fewer major fridge breakdowns – thank goodness!)

But +20% GHG emissions vs baseline 19-20

as we used more natural gas and refrigerants than baseline year. This will be a key focus for us in the coming year as we continue our ambition towards net zero. This is proving to be one of our hardest targets to reach but without doubt one of the most important.

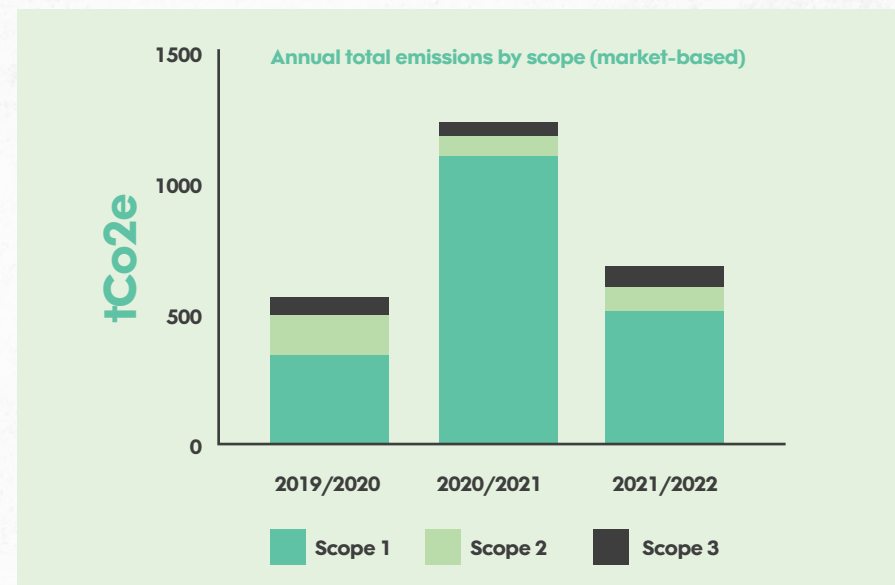
Intensity metrics*:

+21% tCO₂e / £ revenue

+8% tCO₂e / pie produced

*For the eagle-eyed, the quantity of pies increased but revenue slightly decreased versus baseline year due to an internal stock build last year. This should balance out in subsequent years as we sell through this stock.

GHG emissions (Market-based)	2019/20 BASELINE	2020/21	2021/22	% vs baseline year
Emissions Source	tCO ₂ e	tCO ₂ e	tCO ₂ e	
Scope 1	381	1,167	538	41%
Natural Gas	309	270	344	11%
Vehicle Fuel	31	21	37	19%
Fugative Gas	31	873	154	398%
Other Fuels	10	3	3	-68%
Scope 2	137	85	117	-15%
Electricity	137	85	117	-15%
Scope 3**	84	52	65	-22%
Business travel (grey fleet)	20	2	3	-85%
Operational Waste	14	9	12	-18%
Packaging End-of-life	49	41	50	3%
Total	602	1,305	720	20%
vs previous year		117%	-45%	
vs baseline year		117%	20%	



**Our current measured emissions are scope 1 and scope 2s, with a bit of scope 3, but we aim to keep adding more of those tricky-to-measure scope 3 emissions year on year.

Key

tCO₂e = tonnes of CO₂ equivalent

Scope 1 emissions: direct emissions from owned or controlled sources.

Scope 2 emissions: indirect emissions from the generation of purchased energy.

Scope 3 emissions: all indirect emissions (not included in Scope 2) that occur in the value chain, including both upstream and downstream emissions.



PIEMINISTER

PIES, PLANET, PEOPLE